

2 of 4

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

SPOTS REVISED- NO CHANGE IN TTL= 44,000

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*4	F,M-TU	6A-7A	GOOD DAY UTAH	:30	\$400.00	11/02-11/06	2	1	2	\$800.00	
		Sales Remark: V3 REV-										
		V3 More than 2 codes changed										
	*7	F,M-TU	7A-8A	GOOD DAY UTAH	:30	\$475.00	11/02-11/06	2	1	2	\$950.00	
		Sales Remark: V3 REV										
		V3 Comment Changed, Spots/week Changed										
	*8	SU	9P-930P	NEWS	:30	\$1,500.00	11/04-11/04	0	0	0	\$0.00	
		Sales Remark: V3 REV-										
		V3 More than 2 codes changed										
	*12	SU	930P-10P	FOX NEWS	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	
		Sales Remark: V3 REV										
		V3 Comment Changed, Rate Changed										
	*14	F,M-TU	530A-6A	GOOD DAY UT	:30	\$350.00	11/02-11/06	1	1	1	\$350.00	
		Sales Remark: V3 REV										
		V3 Comment Changed, Spots/week Changed										

Rep Order# 9818579 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 577018

Printed: 09/25/2012 1:17 PM
Last Received: 09/25/2012 1:00 PM
Showing Buylines: All Rep Revised Lines

3 of 4

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE
Estimate# 3161
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3161
Flight Dates 10/26/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*18	F,M	9P-930P	NEWS	:30	\$1,500.00	11/02-11/05	2	1	2	\$3,000.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								
	*19	SA	1005P-1035P	FTBL FEVER	:30	\$1,000.00	11/03-11/03	1	1	1	\$1,000.00	
				Sales Remark: V3 SHOW NAME IS FOOTBALL FEVER AND AIRS 1005-1035P								
				REV								
				V3 More than 2 codes changed								
	*21	SU	10A-11A	FOX PRE GAME	:30	\$500.00	10/28-10/28	1	1	1	\$500.00	
							11/04-11/04	0	1	0		
				Sales Remark: V3 CXL								
				V3 Comment Changed, Spots/week Changed								
	*24	F,M-TH	630P-7P	SEINFELD	:30	\$700.00	10/26-11/01	3	1	3	\$2,100.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								
	*25	F,M	630P-7P	SEINFELD	:30	\$700.00	11/02-11/05	1	1	1	\$700.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								
	*26	SU	2P-5P	NFL	:30	\$2,600.00	10/28-10/28	1	1	1	\$2,600.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								
	*27	SU	11A-2P	NFL	:30	\$2,600.00	11/04-11/04	1	1	1	\$2,600.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								
	*28	SA	5P-530P	NEWS	:30	\$400.00	11/03-11/03	0	0	0	\$0.00	
				Sales Remark: V3 NO EN DT COLLEGE FOOTBALL								
				REV								
				V3 Comment Changed, Spots/week Changed								

Rep Order# 9818579 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 577018

Printed: 09/25/2012 1:17 PM
Last Received: 09/25/2012 1:00 PM
Showing Buylines: All Rep Revised Lines

4 of 4

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product NRCC IE
Estimate# 3161
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3161
Flight Dates 10/26/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL

Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*29	F,M	530P-6P	NEWS	:30	\$950.00	11/02-11/05	1	1	1	\$950.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								
	*32	SU	5P-530P	NEWS	:30	\$450.00	10/28-10/28	0	0	0	\$0.00	
				Sales Remark: V3 NO EN DT NFL								
				REV								
				V3 Comment Changed, Spots/week Changed								
	*33	F,M-TH	530P-6P	NEWS	:30	\$950.00	10/26-11/01	1	1	1	\$950.00	
				Sales Remark: V3 REV								
				V3 Comment Changed, Rate Changed								

---REPORT TOTALS---

Report Totals: 18 / \$18,000.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$13,650.00 Nov 12: 38 / \$30,350.00

Sales Totals: 49 / \$44,000.00

Station Totals: 49 / \$44,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$122,222	CABL	0%	KDLU	0%	KJZZ	2%	KSL	16%	KSTU	36%
		KTVX	10%	KUCW	1%	KUTV	35%	UNKB	0%	UNKN	0%

Books null
Demos RA3564